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ABSTRACT

In response to a Congressional concern over delays in implementing a thorough, effective national Acquired Immunodeficiency Syndrome (AIDS) education program, six aspects of the Centers for Disease Control's (CDC) AIDS education program for the general public were reviewed: (1) CDC AIDS education budget and expenditures; (2) delays in the nationwide mailings of AIDS information to all households and disposition of funds intended for this activity; (3) airings of televised AIDS public service announcements; (4) operation of the national AIDS telephone hotline; (5) distribution of the pamphlet, "What You Should Know About AIDS;" and (6) status of other projects intended to educate the public at large about AIDS. The results showed that, although CDC's budet for AIDS education increased significantly between fiscal years 1985 and 1988, CDC's efforts to focus national attention on AIDS prevention were impaired by the slow implementation of key activities aimed at the general public. Mass mailings were delayed, airings of televised public service announcements were limited, and access to the telephone hotline was uneven. This report contains a letter describing the investigation and seven appendices, one for each of the six aspects of AIDS education being investigated and one listing the major contributors to the report. Eight data tables are included. (NB)

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United States General Accounting Office

GAO

Report to the Honorable
Barbara Boxer, House of Representatives

December 1988

AIDS EDUCATION

Activities Aimed at the General Public Implemented Slowly

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

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United States
General Accounting Office
Washington, D.C. 20548

Human Resources Division

B-230539

December 16, 1988

The Honorable Barbara Boxer
House of Representatives

Dear Ms. Boxer:

In response to your request of December 10, 1987, and subsequent discussions with your staff, we have reviewed selected aspects of the administration's Acquired Immunodeficiency Syndrome (AIDS) education programs. Overall, you were concerned with what you considered to be inexcusable delays in implementing a thorough, effective national AIDS education program. You asked us to look at six aspects of the Centers for Disease Control's (CDC's) AIDS education program for the general public, including its budgetary resources, and specific educational interventions, such as the nationwide mailing, public service announcements, and the national AIDS hotline.

Background

CDC, under the Department of Health and Human Services (HHS), is the principal federal agency responsible for preventing AIDS through education. CDC's AIDS activities include education programs aimed at curtailing the spread of the epidemic and epidemiology and surveillance programs. Through these activities, CDC tracks the spread of AIDS and can better target AIDS education efforts. Between fiscal years 1984 and 1988, CDC's total AIDS budget grew more than 100 percent each year on average, from about $14 million to over $300 million.

Several organizations within CDC share responsibility for AIDS education. Two—the Center for Health Promotion and Education and the Center for Prevention Services—have responsibility for targeting specific groups, including school and college-aged youth, health care workers, and persons at increased risk of infection. In addition, the Office of Deputy Director for AIDS coordinates CDC's overall AIDS program and administers CDC's education efforts aimed at the general public.

To focus national attention on AIDS and increase the general public's knowledge of the disease, CDC planned a fall 1987 national AIDS information campaign. To begin the campaign, the President designated October as national "AIDS Awareness and Prevention Month." CDC planned key activities to begin in October to provide factual information about the disease and how to prevent its spread, as well as to positively influence attitudes about AIDS.

In addition to mailing AIDS information to every American household, CDC planned to (1) distribute television, radio, and print media public service announcements, (2) expand CDC's national AIDS telephone hotline to respond to inquiries resulting from the national information campaign, (3) create a national AIDS information clearinghouse distribution system, and (4) conduct public meetings and forums across the nation to discuss AIDS prevention.

Methodology

As agreed with your office, our review focused primarily on the budgetary and operational aspects of the National AIDS Information and Education Program activities. You specifically asked us to examine the (1) CDC AIDS education budget and expenditures, (2) delays in the nationwide mailing of AIDS information to all households and disposition of funds intended for this activity, (3) airings of televised AIDS public service announcements, (4) operation of the national AIDS telephone hotline, (5) distribution of the pamphlet, What You Should Know About AIDS, and (6) status of other projects intended to educate the public at large about AIDS.

We interviewed officials of HHS and the U.S. Government Printing Office (GPO) and representatives of three government contractors working with CDC on AIDS television public service announcements, the telephone hotline, and the information clearinghouse. In addition, we interviewed network television officials regarding public service announcements and an American Telephone and Telegraph Company official concerning the hotline. We also requested an interview with the Assistant to the President for Policy Development to discuss the nationwide mailing of AIDS information. He declined our request. Finally, we collected and reviewed documentation at CDC and the hotline contractor's office.

Our work was performed between January and August 1988 in accordance with generally accepted government auditing standards. At your request, we did not obtain agency comments, but we did discuss our work with CDC officials and their comments have been incorporated where appropriate.

Results in Brief

Although CDC's budget for AIDS education increased significantly between fiscal years 1985 and 1988, its efforts to focus national attention on AIDS prevention were impaired by the slow implementation of key activities aimed at the general public. CDC in May 1987 selected October as "AIDS Awareness and Prevention Month," but it could not get

clearance from the White House Domestic Policy Counsel for its national mailing of AIDS information—the centerpiece of the campaign. Also, CDC officials acknowledge that their schedule allowed limited time to conduct their planned activities. For example, contracts for major education activities were not awarded until July 31, 1987, or later.

Principal Findings

Education Budget Increased Significantly

HHS's budget for AIDS education activities has grown significantly, from $17.5 million in fiscal year 1985 to about $300 million in fiscal year 1988. Most goes to CDC; over the same period, CDC's AIDS education budget has grown from about $17 million to nearly $210 million.

About 40 percent of CDC's total 1988 budget is allocated to AIDS activities, and 69 percent of these funds is for AIDS education. Our review showed that CDC obligated AIDS education funds for AIDS education activities through 1987 and that none was reprogrammed for other purposes.

Mass Mailing Delayed

In July 1987, CDC abandoned plans for the October 1987 nationwide household mailing of AIDS information because it could not obtain clearance from the White House Domestic Policy Counsel. The decision not to go forward was made despite the explicit but nonbinding desire of the congressional conference committee for a mass mailing. CDC obligated the funds the committee intended for the mailing—about $20 million—for other AIDS education activities. The following year, the Congress mandated in law that CDC conduct the mailing by June 30, 1988, and again appropriated funds for it. In compliance with this law, CDC completed mailing of the brochure, Understanding AIDS, in June 1988.

Airings of Televised Public Service Announcements Limited

Although 38 CDC-produced AIDS public service announcements were distributed to the major networks on September 30, 1987, television monitoring data show only one airing by a major network in October 1987. The three major networks aired CDC public service announcements on a total of six occasions in November 1987. Copies of the announcements were provided to local stations in mid-October. Between December 1987 and February 1988, nearly 90 percent of all network-aired AIDS public service announcements were shown during nonprime-time viewing hours, with 59 percent being shown between 11 p.m. and 7 a.m.

Access to Telephone Hotline Uneven

In October 1987, CDC expanded its AIDS telephone hotline from 17 to 68 lines to handle increased calls expected from AIDS Awareness and Prevention Month activities. Nevertheless, telephone hotline access was still difficult at times. CDC's contract set an acceptable monthly busy-signal rate of 3 percent. Between October and December 1987, however, monthly average busy-signal rates on operator-assisted lines ranged from 38 to 65 percent. By the summer of 1988, however, the hotline contractor reported a 7-percent busy-signal rate. Unacceptably high busy-signal rates continued to occur immediately after televised public service announcements were aired, however, and CDC and its contractor are working to resolve this situation.

More Timely Distribution of AIDS Pamphlet

Also, in September 1987, CDC set up a national AIDS Information Clearinghouse under contract. As of July 1988, CDC had distributed nearly 24 million copies of the pamphlet, What You Should Know About AIDS, through its contractor and the GPO. In January, February, and March, we placed orders for the pamphlet to determine whether they were being distributed within 6 workdays, as required by contract. While our earlier orders took an average of 12 workdays, March deliveries were received in a timely manner.

Status of Additional AIDS Education Activities

Beginning in October 1987, CDC sponsored additional activities and events aimed at the general public. Available data indicate that many of these projects varied in scope and timing. The projects included distributing radio and print media public service announcements, holding public meetings and leadership forums in cities across the nation, sending information sheets to three targeted cities, conducting a technical briefing in conjunction with the American Medical Association, and making agency officials available for speaking engagements.

Unless you publicly announce its contents earlier, we plan no further distribution of this report until 30 days after its issue date. At that time, we will send copies to the Secretary of HHS, the Director of CDC, and other interested parties and make copies available to others on request.

The major contributors to this report are listed in appendix VII.

Sincerely yours,

Janet L. Shikles

Janet L. Shikles
Associate Director

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Abbreviations

ABC	American Broadcasting Company
AIDS	acquired immunodeficiency syndrome
CBS	Columbia Broadcasting System
CDC	Centers for Disease Control
GPO	U.S. Government Printing Office
HHS	Department of Health and Human Services
NBC	National Broadcasting Company

CDC's AIDS Education Budget and Planned Expenditures (Fiscal Years 1985-1988)

For fiscal years 1985 through 1988, HHS allocated $489.6 million to AIDS education activities. Included in the overall HHS total were $365.3 million in CDC's expenditure plan for AIDS education activities and over $100 million for activities led by the Alcohol, Drug Abuse, and Mental Health Administration to educate intravenous drug users and the Health Resources and Services Administration to educate health care workers. The annual funding amounts are shown in table I.1.

Table I.1: CDC and HHS AIDS Education Funds (Fiscal Years 1985-1988)

Dollars in millions

Fiscal year	CDC	Other HHS	Total
1985	$16.7	$0.8	$17.5
1986	34.2	5.3	39.5
1987	104.7	27.8	132.5
1988	209.7	90.4	300.1
4-year totals	**$365.3**	**$124.3**	**$489.6**

CDC's AIDS budget for education and other activities is shown in table I.2.

Table I.2: CDC AIDS Budget (Fiscal Years 1984-1988)

Dollars in millions

Fiscal year	Education	Epidemiology and surveillance	Total	Increase (percent)
1984	$0.9	$12.9	$13.8	•
1985	16.7	16.6	33.3	141
1986	34.2	27.9	62.1	86
1987	104.7	31.3	136.0	119
1988	209.7	95.2	304.9	124

CDC apportioned its AIDS education program funds among four target groups and various program activities within each target group, as shown in table I.3.

Table I.3: CDC AIDS Education Expenditure Plan by Target Group/Activity (Fiscal Years 1985-1987)

Dollars in thousands

Target group/activity	Fiscal year 1985	1986	1987	3-year total
Persons at increased risk:				
Health education/risk reduction	$1,049	$11,239	$14,600	$26,888
Counseling/testing	10,995	10,981	33,200	55,176
Minority initiatives	•	•	7,000	7,000
Demonstration projects	1,180	3,732	4,200	9,112
Innovative risk reduction	•	1,615	500	2,115
Conference of Mayors	320	250	300	870
Hemophilia project	•	2,500	3,500	6,000
Perinatal AIDS prevention	•	•	1,900	1,900
General public:				
Hotline	•	2,245	2,300	4,545
Clearinghouse	•	•	3,000	3,000
National information activities	2,941	1,500	21,500	25,941
Health care workers—laboratory training and evaluation	65	65	1,400	1,530
School/college-aged youth:				
National efforts	•	•	2,300	2,300
Material development and dissemination	136	114	1,300	1,550
State/local projects	•	•	7,700	7,700
CDC AIDS education totals	**$16,686**	**$34,241**	**$104,700**	**$155,627**

We reviewed AIDS financial reports for each of the above fiscal years. According to these reports, essentially all funds CDC allotted for the AIDS education program were obligated for AIDS education activities. Further, our review of major program obligations showed that CDC obligated the funds for the target group/major activities essentially as planned.

Between 1985 and 1987, CDC provided $97 million to state and local health and education departments in the form of cooperative agreements. Eighty million of this went to health departments for health education/risk reduction and counseling and testing activities. For these funds, we reviewed but did not independently verify the expenditures the states reported. As of September 1987, the states reported spending virtually all of the counseling and testing funds awarded in fiscal year 1985. As of March 1988, most of the states reported spending about 85 percent of the 1986 funds and about 25 percent of the 1987 funds.

National information activities, including the operation of an AIDS hotline, an AIDS clearinghouse, and national media campaigns, were funded primarily through contracts rather than state and local governments. Upon review of these contracts, we determined that CDC obligated these funds for AIDS national information activities.

Plans and Funding for the Nationwide AIDS Information Mailing

In January 1987, CDC developed the idea of mailing AIDS information to all households in the country as the centerpiece of its National AIDS Information and Education Program. CDC proposed that the mass mailing coincide with other activities planned for the October 1987 national AIDS campaign.

From February 1987, CDC worked toward building a consensus of support for the project within HHS and developing and pretesting an information brochure for the mass mailing. Pivotal issues included the sensitive nature of the content of the brochure, whether a single brochure could be produced that would be useful to all households throughout the country, whether funds would be more effectively used if targeted toward high-risk groups rather than the general population, and the overall cost-effectiveness of the effort.

These issues were resolved in favor of the mailing, and official requests for approval and funding were made in May 1987. In July 1987, the Congress appropriated $20 million in supplemental funds to CDC for "disease control, research, and training." The House and Senate conferees, in their report on the appropriations bill, indicated that CDC should use the funds for a nationwide mailing. None of the funds, however, were designated in the legislation as reserved for such a mailing; consequently CDC was not legally required to spend any of this amount to finance the mailing.

A May 4 meeting of the White House Domestic Policy Council and the President signaled the turning point in the decision-making process. CDC and HHS officials stated that the Council decided to defer approval of a nationwide mailing until review of the proposal by the Presidential Commission, which did not meet until September 1987. This effectively stopped the mailing as part of the October 1987 campaign, because the necessary clearances would not be ready.

In December 1987, the Congress directed CDC to complete the nationwide mailing by June 30, 1988, using funds appropriated to CDC for fiscal year 1988 for disease control. CDC complied and completed mailing the brochure, Understanding AIDS, to households by June 1988—8 months after AIDS Awareness and Prevention Month.

Once CDC acknowledged in July 1987 that the mass mailing could not be accomplished as part of the October 1987 campaign, CDC managers began to plan for other appropriate uses of the supplemental funds. Most of the $20 million was obligated to expand advertising, hotline, and

clearinghouse activities by funding multiyear contract options already negotiated and to print additional quantities of various AIDS publications, as table II.1 shows.

Table II.1: CDC's Obligations for the $20 Million Appropriated for the 1987 AIDS Mailing

Dollars in thousands

Use of funds	Amount
Advertising agency contract	$6,850
Hotline contract	6,232
Clearinghouse contract	2,323
Printing	2,812
Cooperative agreements	1,171
Other	900
Total	**$20,288**

Airings of Televised Public Service Announcements

On July 31, 1987, CDC contracted with Ogilvy and Mather, a national advertising agency, to develop AIDS television public service announcements, also called spots, of varying length and content. On September 30, 1987, 38 spots were provided to the American Broadcasting Company (ABC), Columbia Broadcasting System (CBS), and National Broadcasting Company (NBC). In addition, in mid-October copies were distributed to 1,584 individual television stations.

Although CDC had expected the television public service announcements to be shown in October, during that month only ABC broadcast a CDC spot and it was aired only once, on October 28. NBC and CBS asked for and were furnished revised editions of the spots, which they began airing on November 16 and November 30, respectively. In total, the three major networks showed AIDS spots six times during November 1987.

Between December 1987 and February 1988, the three major networks aired CDC spots on 228 occasions. The estimated value of this air time was $3.9 million. We do not know how many of these network spots were aired by the local affiliated stations, which could pre-empt them. Also, during the same period, local stations aired CDC public service announcements on 1,213 occasions. This air time was valued at an estimated $482,000.

In addition to the CDC-produced spots, the networks and local stations had available for airing AIDS public service announcements produced by other organizations, such as the American Red Cross and the American Foundation for AIDS Research. On average, about one-third of the total AIDS spots aired by the stations and networks were those produced by CDC. Table III.1 summarizes and compares CDC to total AIDS public service announcement airings.

Table III.1: Number of CDC Spots and Estimated Value of Air Time (December 1987-February 1988)

Network/station	CDC spots		Estimated value of air time for CDC spots	
	Number	Percent of total spots	Dollars	Percent of total spots
Major networks:				
ABC	66	43	$1,192,964	39
CBS	134	29	796,150	22
NBC	28	57	1,901,799	63
Subtotals	**228**	**35**	**$3,890,913**	**41**
Local markets:				
Atlanta	112	55	$44,370	54
Boston	19	3	14,193	4
Chicago	131	46	40,067	47
Cleveland	113	66	18,799	63
Dallas	217	69	42,204	40
Detroit	12	3	4,003	3
Houston	52	57	22,707	69
Los Angeles	0	0	0	0
Miami	5	10	905	6
Minneapolis	122	60	25,190	60
New York	72	18	39,853	17
Philadelphia	167	53	162,187	73
Pittsburgh	102	84	35,692	85
San Francisco	20	7	11,888	7
Seattle	59	40	19,072	61
Washington, D.C.	10	9	945	3
Subtotals	**1,213**	**30**	**$482,075**	**27**
Totals	**1,441**	**30**	**$4,372,988**	**38**

In some local markets, stations showed mostly CDC spots; in other markets, including those with some of the highest AIDS caseloads, stations concentrated on the non-CDC-produced spots. For example, Los Angeles stations aired no CDC-produced spots but did show 294 other AIDS spots, as the table indicates.

More importantly, nearly 90 percent of the network-aired AIDS spots—both the CDC and non-CDC spots—were aired during nonprime time, CDC records show (see table III.2). Moreover, 59 percent of network spots were aired after 11 in the evening.

Table III.2: Time of Day AIDS Spots Aired
(December 1987-February 1988)

Source	7:00 am to 5:00 pm	5:00 pm to 8:00 pm	8:00 pm to 11:00 pm (prime time)	11:00 pm to signoff
Network-aired spots:				
CDC-produced	80	0	16	132
Non-CDC-produced	119	0	58	253
Network total	199	0	74	385
Percent of total network airings by time of day	30	0	11	59
Local market-aired spots:				
CDC-produced	572	144	161	336
Non-CDC-produced	1,552	332	250	752
Local market total	2,124	476	411	1,088
Percent of total local market airings by time of day	52	12	10	26
Grand total	**2,323**	**476**	**485**	**1,473**
Percent of total airings shown during period	49	10	10	31

Operation of the National AIDS Telephone Hotline

CDC contracted with the American Social Health Association to operate a national AIDS telephone hotline in September 1986. In September 1987, the association operated 17 telephone lines. Six were answered by a taped message giving the callers general AIDS information and directing them to an operator-assisted line if more information was desired, and 11 were operator-assisted. In anticipation of more inquiries resulting from the educational campaign, CDC modified the contract. This resulted in the establishment of 68 nationwide, toll-free lines operated from New York City and North Carolina. In October 1987, 24 taped message lines and 44 operator-assisted lines were operating.

One measure of telephone line adequacy is the busy-signal rate[1] when callers dial the hotline number. The contract, however, did not specify the maximum acceptable busy-signal rate until April 1988, when CDC amended it to require an average monthly busy-signal rate at or below 3 percent.

Data available from American Telephone and Telegraph Company for the New York City lines indicated that the busy-signal rates between October 1987 and March 1988 significantly exceeded the 3-percent standard established in April 1988 (see table IV.1). (Data were not available for the North Carolina lines.)

Table IV.1: Monthly Busy-Signal Rates for AIDS Hotline—New York City Area
(October 1987-March 1988)

	Busy-signal rates (percent)	
Month	**Taped**	**Operator**
October	18	38
November	9	55
December	6	65
January	48	(Data unavailable)
February	21	33
March	18	28

According to CDC and past contractor project officers, because monitoring requirements were not included in the contract, CDC was unaware of these busy-signal rates until February 1988. CDC did not plan for the necessary monitoring requirements, CDC and contractor officials said, because CDC rushed the contract development to have the expanded hotline ready by October 1987.

[1]The busy-signal rate is computed by dividing the number of calls receiving a busy-signal during the month by the total number of calls attempted during the month.

Between July 28 and August 3, 1988, the system-wide busy-signal rate was 7 percent. The contractor said the busy-signal rates for calls to the North Carolina hotline increased from less than 1 percent to 50 percent for one hourly period following a public service announcement. The contractor is investigating technology to accommodate such periodic surges in demand as well as working with the networks to obtain advance notice of AIDS airings.

Distribution of the Pamphlet, What You Should Know About AIDS

HHS has printed 27 million copies of the pamphlet, What You Should Know About AIDS. Through large quantity orders (at least 6,000 copies) by organizations, such as state and local health departments, the GPO distributed 12.3 million of these copies between October and early December 1987. On September 30, 1987, CDC contracted with Aspen Systems Corporation to set up a National AIDS Information Clearinghouse, which distributed an additional 11.6 million copies as of July 15, 1988.

Aspen works with CDC's national AIDS telephone hotline in filling orders for AIDS informational materials. Requests for AIDS information received by the telephone hotline are recorded daily and sent to Aspen for order processing and mailing, according to a CDC official. CDC's contracts with Aspen and the hotline contractor require that telephone orders for AIDS information be delivered to the post office within 6 workdays of receipt of the telephone request.

To gain perspective on the time required to fill information requests through the telephone hotline-Aspen system, we requested copies of the What You Should Know About AIDS pamphlet 13 times between January 21 and February 18, 1988. In three cases, we did not receive the pamphlet. Of the 10 orders received, we were able to determine the mailing date for 7 orders. For these seven, it took an average of 12 workdays (ranging from 9 to 18 days) from request to delivery to the post office. Although our test was small, its results indicated that contract requirements were not being met consistently.

We informed CDC and Aspen officials of our preliminary findings. They stated that, through late February, the Clearinghouse was working to clear up a backlog of orders. The backlog was created, they added, by the unexpectedly large number of orders received and by delays in getting hotline requests to the Clearinghouse. As a result, in March we again placed telephone orders on 15 separate occasions and received all orders. It took 5 work days on average from request to delivery to the post office. Postal delivery required an average of 2 additional days.

Status of Additional Projects to Educate the Public About AIDS

Several other federally sponsored events and activities intended to focus national attention on AIDS began in October 1987. The status of these CDC activities, which varied in scope and timing, follows.

Public Service Advertisements

Ogilvy & Mather (discussed in app. III) developed AIDS public service announcements for television and radio broadcast. Television announcements have been aired by both the networks and local stations, generally beginning in December 1987. Between October 1987 and February 1988, two radio networks (CBS Radio Network and RadioRadio) aired 199 announcements. The air time for these announcements was valued at about $1.2 million, as shown in table VI.1.

Table VI.1: CDC Radio Airings and Estimated Value (October 1987-February 1988)

Month	Number of airings	Estimated value
October 1987	59	$446,680
November 1987	50	288,460
December 1987	63	404,780
January 1988	14	43,200
February 1988	13	33,600
5-month totals	**199**	**$1,216,720**

Ogilvy & Mather also produced AIDS public service advertisements for magazine print. CDC approved these during the week of November 9, 1987. As of December 1987, we documented the publication of only two of these AIDS magazine advertisements.

Finally, the advertising agency also produced AIDS posters for display in public transit systems. Samples of the posters were sent to the Winston Network and the American Public Transit Association the week of January 25, 1988. The Winston Network sent samples to 25 of its clients in 15 cities in late February. According to an American Public Transit Association official, the Association did not distribute the sample materials to its membership until June 6, 1988.

Public Discussions, "Listening to the American Response"

During October 1987, CDC conducted 31 meetings in 28 cities to obtain public input regarding the AIDS issue. These meetings were attended by a total of about 400 people. The participants included AIDS service organization officials, such as hospice and local hotline staff, physicians and nurses, social workers, sex educators, teachers, and counselors.

Leadership Forums

Between September 1987 and January 1988, CDC conducted 12 forums to discuss AIDS and AIDS prevention in 7 major U.S. cities. A total of 408 people representing blacks, Hispanics, Asian-Pacific Islanders, disadvantaged women, youth, physicians, health care administrators, colleges and universities, community-based AIDS organizations, gay organizations, religious organizations, and journalists participated in these forums.

Business and Nonprofit Organization Partnership

On October 21, 1987, CDC published but did not distribute externally, according to CDC officials, a calendar of AIDS campaign activities. Included were activities initiated and sponsored by private sector entities, professional or service organizations, government entities, and CDC during the months August through November 1987. The calendar included a listing of 40 AIDS campaign activities scheduled by private sector organizations and 154 by the professional/service organizations during October 1987.

Information Sheets to Targeted Cities

In October 1987, Ogilvy & Mather sent requests to place AIDS information sheets on bulletin boards or magazine racks in 300 businesses located in Bloomington, Indiana, and Nashville and Memphis, Tennessee. About one-half of the businesses contacted were grocery stores, laundries, record stores, and barber/beauty shops. Thirty-three businesses agreed to post the information sheets.

In mid-February 1988, English-language AIDS brochures were placed in about 6,600 supermarkets nationwide, according to a CDC official. CDC also planned to place Spanish language brochures in supermarkets serving predominately Hispanic population areas; as of July 1988, no brochures had been printed. The official attributed this primarily to difficulties in obtaining CDC clearance on the specific wording in the brochure.

Medical Professionals Information Seminar

On October 6, 1987, CDC and the American Medical Association jointly sponsored a 4-hour AIDS briefing for 33 medical, science and health reporters. CDC conducted no other informational seminars specifically for the medical profession, according to a CDC official.

Expert Spokespersons

In October 1987, CDC provided AIDS speakers for media speaking engagements on three occasions. Specifically,

- Dr. Gary Noble, Deputy Director of CDC for AIDS, was available for interview at an October 6 briefing for medical, science, and health reporters;
- Both U.S. Surgeon General C. Everett Koop and Dr. Walter Dowdle, Deputy Director of CDC, spoke at a 2-day conference entitled "AIDS: Corporate America Responds," attended by representatives from major corporations on October 13 and 14; and
- On October 20 and 21, Dr. Robert Windom, Assistant Secretary for Health, HHS, and Dr. Gary Noble were made available to 650 television stations for "face-to-face" satellite interviews. Dr. Windom was interviewed by seven stations and Dr. Noble by eight.

Major Contributors to This Report

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